

Fig.1

Title: ADVERTISEMENT DISBIRIBUTION SYSTEM AND METHOD IN SPORT BROADCASTING

Inventors: MITSUNARI UOZUMI
Atty Docket No.: 400979/Y.KANAYA
Leydig, Voit & Mayer, Ltd.
202-737-6770

EXEMPLARY SPONSOR DATABASE DATA STRUCTURE

MATCH INFORMATION			SPONSOR	
TIME	PLACE	TEAMS		
mm/dd hh:mm	PLACE 1	p1 vs p2	COMPANY A	
mm/dd hh:mm	PLACE 2	p3 vs p4	COMPANY B	
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mm/dd hh:mm	PLACE n	pn-1 vs pn	COMPANY C, COMPANY X	

Fig. 2

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EXEMPLARY PLAYER INFORMATION DATABASE DATA STRUCTURE

TEAM	PLAYER INFORMATION			AFFILIATION CLUB INFORMATION	YACHT SPONSOR INFORMATION
	NATIONALITY	NAME	PLACE OF BIRTH		

Fig. 3

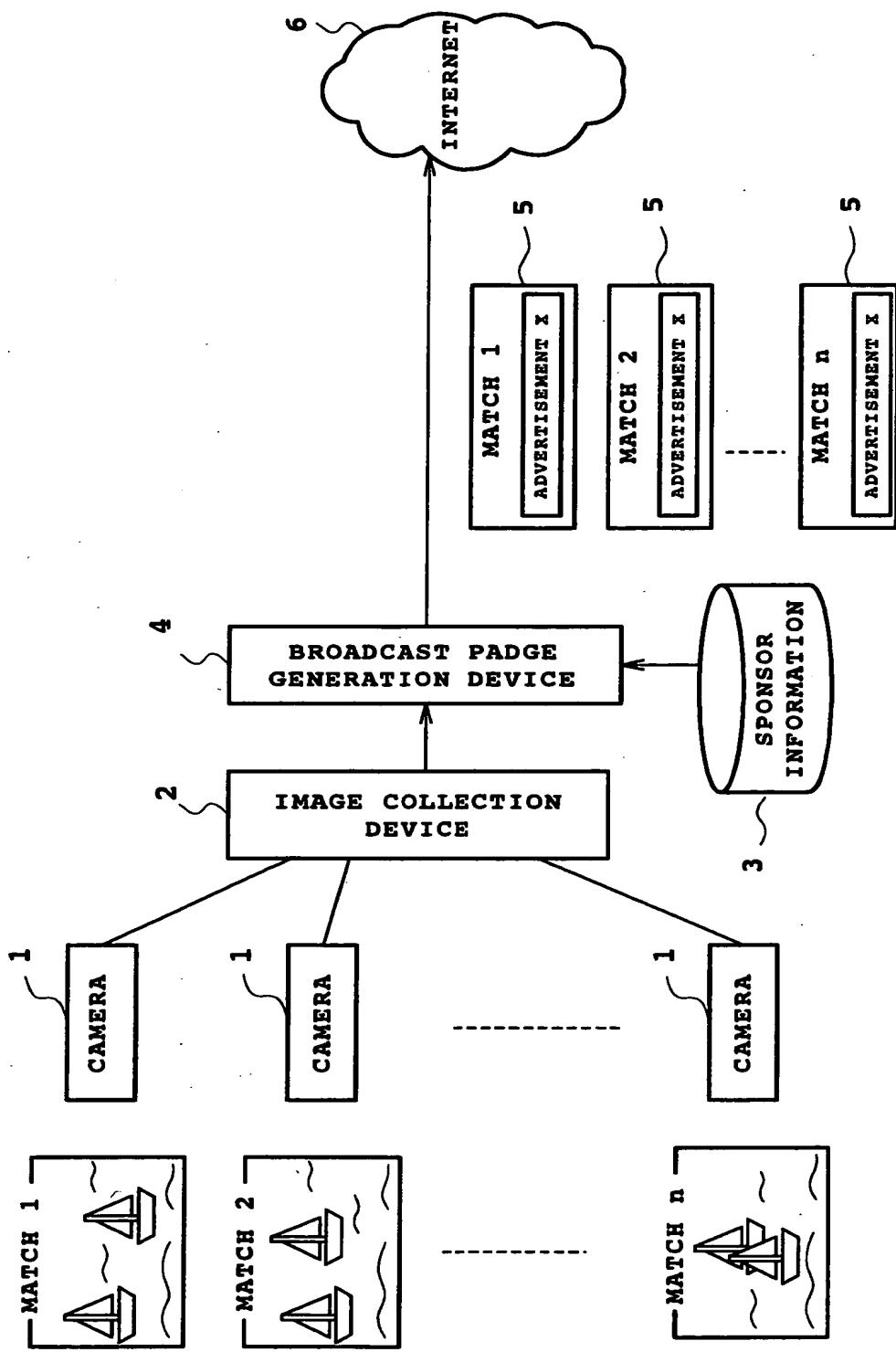


Fig. 4 PRIOR ART